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# PUBLIC RELATIONS ISSUES

## Part I

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Учебно-методическое пособие предназначено для студентов направления подготовки бакалавриата «Реклама и связи с общественностью» для изучения дисциплины «Иностранный язык профессионального общения», основная цель которой – научить студентов читать литературу по специальности и вести беседы на профессиональные темы. Предлагаемая в пособии система упражнений ориентирована на формирование навыков и умений перевода текстов профессионального характера с английского языка на русский, а также с русского языка на английский, освоение специальной лексики и обогащение активного профессионального словарного запаса студентов.

Пособие также может быть использовано на курсах профессиональной подготовки, повышения квалификации (при условии наличия базовых знаний) и для самостоятельной работы.

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## ПРЕДИСЛОВИЕ

Учебно-методическое пособие «Public Relations Issues: Part I» предназначено для студентов бакалавриата, получающих образование по направлению подготовки «Реклама и связи с общественностью».

Актуальность данного пособия обусловлена тем, что в нём представлены тексты профессионального характера, что способствует формированию коммуникативной, когнитивной и лингвистической компетенций студентов. Важной характеристикой пособия является аутентичность предлагаемого материала, профессиональная направленность которого удовлетворяет требованию реализации междисциплинарного подхода в образовательном процессе: содержание представленного в данном пособии материала перекликается с содержанием курсов специальных дисциплин по направлению подготовки «Реклама и связи с общественностью».

Пособие является четко структурированным и построено по тематическому принципу. В каждой теме представлены тексты для отработки навыков письменного и устного перевода с английского языка на русский и вопросы к ним, за которыми следуют упражнения на закрепление изученных лексико-грамматических аспектов.

Тексты, включенные в данное пособие, дают довольно полное представление о связях с общественностью, или паблик рилейшнз (ПР), как сфере профессиональной человеческой деятельности и о таких ее важных разделах, как формирование общественного мнения, паблисити и работа со СМИ. Предлагаемая система упражнений направлена на освоение специальной

лексики, освоение и повторение определенных грамматических структур, стилистическое использование терминологии, развитие навыков профессионального письма и навыков перевода в профессиональной сфере, а также коммуникативных навыков.

В целом, каждый тематический раздел пособия представляет собой логически построенную систему, направленную на развитие ключевых компетенций обучающихся: общеязыковой, коммуникативной, когнитивной, специальной и социальной.

Таким образом, данное пособие ориентированно не только на решение учебных задач, которые, в рамках курса «Иностранный язык профессионального общения», заключаются, в первую очередь, в обогащении словарного запаса обучающихся профессиональной лексикой и современной терминологией в области ПР, формировании навыков перевода текстов по специальности и достижении определенного уровня владения устной речью, позволяющего вести беседы на профессиональные темы. Благодаря широкому спектру представленных заданий и приобретению навыков работы с профессионально-направленной иноязычной информацией, студенты овладевают способами активной познавательной деятельности, которые в совокупности с развитыми ключевыми компетенциями определяют универсальность и социально-профессиональную мобильность будущих специалистов и позволяют им успешно адаптироваться в разных социальных и профессиональных сообществах.

## **UNIT I.**

### **DEFINITION OF PUBLIC RELATIONS**

#### **Part 1**

**I. Lead-in. Class survey.** Say what you think is crucial in defining Public Relations and find out what the others in the group think. What do most of you agree on?

**II. Read the text and answer the questions.**

#### **Defining Public Relations**

The CEO who thunders “I don’t need Public Relations!” is a fool. He or she doesn’t have a choice. Every organization has public relations, whether it wants it or not. The trick is to establish good public relations. That’s what this book is all about – professional public relations, the kind you must work at.

Public relations affects almost everyone who has contacts with other human beings. All of us, in one way or another, practice public relations daily. For an organization, every phone call, every letter, every face to face encounter is a public relations event.

To be sure, public relations is definitely not a profession like law, accounting or medicine, in which all practitioners are trained, licensed and supervised. Nothing prevents someone with little or no formal training from hanging out a shingle as a public relations specialist. Such frauds embarrass professionals in the field and are becoming harder and harder to find.

As the field has increased in prominence, it also has grown in professional stature. The International Association of Business Communicators, a broad-based group that started

with an internal communications focus, has 16,000 members. The Public Relations Society of America, with a national membership of nearly 20,000 in 113 national chapters, has accredited more than one third of its members through a standardized examination. The society has also investigated legal licensing – similar to that of the accounting and legal professions – for public relations practitioners. The society's main objective is to increase the field's professionalism. It has a code of standards, which focuses strongly on the practitioner's ethical responsibilities.

Whereas marketing and sales have as their primary objective selling an organization's products, public relations attempts to sell the organization itself. Central to its concern is the public interest.

Advertising also generally aims to sell products through paid means. Good public relations, on the other hand, cannot be bought, it must be earned. The credibility derived from sound public relations work may far exceed that gained through paid advertising.

The earliest college teachers of public relations exhorted students to learn new ways of using knowledge they already had – a different viewpoint, as if one moved to one side and looked at everything from unfamiliar angles. Project yourself into the minds of people you are trying to reach and see things the way they do. Use everything you've learnt elsewhere – English, economics, sociology, science, history – you name it.

Some decades later, it is still widely thought that a broad background is essential to manage public issues effectively. Although specific definitions of public relations may differ, most who practice it agree that good public relations require a firm base of theoretical knowledge, a strong sense of ethical judgement, solid communication skills, and, most of all, an uncompromising attitude of professionalism.

What, then, is public relations? Many people seem to have a pretty good idea, but few seem to agree. American historian

Robert Heilbroner describes the field as “a brotherhood of some 100,000, whose common bond is its profession and whose common woe is that no two of them can ever quite agree on what that profession is”.

The reason for the confusion is understandable. On the one hand, the scope of activities taken on by public relations professionals is limitless. The duties of a practitioner in one organization may be completely different from those of a colleague in another organization. Yet both are engaged in the practice of public relations. Beyond this, because public relations is such an amorphous, loosely defined field, it is vulnerable to entry to anyone self-styled as a “public relations professional”.

Today, although a generally accepted definition of public relations still eludes practitioners, there is a clearer understanding of the field. One of the most ambitious searches for a universal definition was commissioned in distant 1975 by the Foundation for Public Relations Research and Education. 65 public relations leaders participated in the study, which analyzed 472 different definitions and offered the following 88-word sentence:

Public relations is a distinctive management function which helps establish and maintain mutual lines of communications, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues, helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication techniques as its principal tools.

Later, the Task Force on the Stature and Role of Public Relations, chartered by the Public Relations Society of America, offered 2 definitions that project an image of the field at the



highest policy-making level and encompass all its functions and specialties:

Public Relations helps an organization and its publics adapt mutually to each other.

Public Relations is an organization's efforts to win the cooperation of groups of people.

Questions:

1. Why is there no universally accepted definition of Public Relations? What would many practitioners agree on?
2. What is the main difference between PR and advertising? Think of a simple checklist highlighting the main differences between the 2 disciplines, e.g.:

Advertising	Public Relations
1. Advertising is designed to sell a product or a service by means of a TV commercial, a magazine advertisement.	1. The role of PR is to inform and educate by means of a variety of promotional activities which result in media editorial coverage.
2. ...	2. ...
3. ... etc.	3. ... etc.

3. What is essential for practitioners to manage PR effectively?
4. What are the most common public relations activities undertaken by practitioners?

### **III. Vocabulary. Guessing meaning from the context. Find words and expressions in the text that mean:**

1. a direct meeting;
2. a small signboard;
3. something that stands out;
4. an aim, a goal;
5. an ability to be believed;

6. reasonable, trustworthy;
7. to urge, to encourage;
8. a range of actions;
9. which can be easily attacked or hurt;
10. (a person) who has given himself a title;
11. to escape;
12. authorized;
13. to keep up with the latest developments;
14. to contain, to include.

#### **IV. Vocabulary. Give English equivalents for:**

Генеральный/исполнительный директор; ПР-событие (мероприятие); проходить обучение и лицензирование; находиться под контролем; заняться частной практикой; мошенник, мошенничество; мешать, препятствовать ч-л; профессиональное качество; сосредоточиваться, концентрироваться на ч-л; главная цель, задача; надежность, доверие; превосходить, превышать; смятение, замешательство; быть вовлеченным во ч-л, мнимый, воображающий; взаимный, обоюдный; предвидеть тенденции; адаптироваться, приспособливаться друг к другу; усилия организации.

#### **V. Word-building. Compound adjectives.**

Compound adjectives are often joined by hyphen like “self-styled” in the text. Use the dictionary and make a list of other compound adjectives with “self-“, i.e. “self-assured”, “self-taught”, etc. Think of their Russian equivalents. Use these adjectives in sentences of your own.

#### **VI. Vocabulary. Phrasal verbs.**

Look at the sentence with the phrasal verb “hang out” from the text. What is the meaning of it? Turn to the dictionary entries for other phrasal verbs with “hang” and the meaning

they express: to hang around, to hang back, to hang on, to hang over, to hang up.

Fill in the gaps in these sentences with the correct phrasal verb with “hang” in a correct form.

1. I must have an answer soon. I can't \_\_\_\_ indefinitely.
2. A few people \_\_\_\_ the palace, hoping to see the princess drive out.
3. With court case \_\_\_\_ him, he couldn't enjoy his vacation.
4. “We'll expect you at seven thirty, then. Goodbye”. She \_\_\_\_ and went back to the kitchen.
5. When volunteers were asked for, no one person \_\_\_\_.

## **VII. Language in use. Adjectives.**

Find the adjectives “legal, firm, strong, ethical, solid, uncompromising, amorphous, ambitious” in the text. Look at how they are used and what nouns they describe. Think of other collocations with these adjectives, i.e. “legal action, firm decision, etc”. Translate the collocations into Russian. Make up sentences of your own with some of them.

## **Part 2**

### **I. Read the texts and answer the questions.**

#### **Interpreting Management to the Public**

Public relations practitioners are basically interpreters. On the one hand, they must interpret the philosophies, policies and practices of their management to the public; on the other hand, they must convey the attitudes of the public to their management.

To accomplish these tasks accurately and truthfully, practitioners must gain attention, understanding, acceptance

and, ultimately, action from target publics. But first, they have to know what management is thinking.

Good public relations can't be practiced in a vacuum. No matter what the size of the organization is, a public relations department is only as good as its access to the management. For example, it's useless for a senator's press secretary to explain the reasoning behind an important decision without first knowing what the senator has in mind. So, too, an organization's public relations staff is impotent without firsthand knowledge of the reasons for management's decisions and the rationale for organizational policy.

The public relations department in a profit-making or nonprofit enterprise can counsel management. It can advise management. It can even exhort management to take action. But management must call the shots on organizational policy. Practitioners must fully understand the whys and wherefores of policy and communicate these ideas accurately and candidly to the public. Anything less can lead to major problems.

### **Interpreting the Public to Management**

The flip side of the coin is interpreting the public to management. Simply stated, this task means finding out what the public really thinks about the firm and letting management know. Regrettably, recent history is filled with examples of the public relations departments failing to anticipate the true sentiments of the public.

In 1980, Ronald Reagan rode to power on the strength of his ability to interpret what was on the minds of the electorate. To his critics, President Reagan was a man of mediocre intellect and limited concentration. But to his supporters, Reagan was the "great communicator" who led the nation to eight years of unprecedented worldwide acclaim.

In the 1990s, Reagan's successor in the White House, George Bush, turned out to be a less skilled communicator.

Despite an overwhelming Gulf War victory and unprecedented popularity, President Bush suffered a stunning electoral defeat in 1992 at the hands of another savvy communicator, Governor Bill Clinton of Arkansas. While Bush stumbled, Clinton kept his candidacy focused on one single, unwavering message: “It’s the economy, stupid”. Candidate Clinton became President Clinton largely on the strength of correctly interpreting to the American public the importance of that key term.

In hindsight, the savviest institutions – be they government, corporate or nonprofit – must understand the importance of effectively interpreting their management and organizational philosophy, policies and practices to the public and, even more important, interpreting how the public views their organization back to the management.

### **The Publics of Public Relations**

The term Public Relations is really a misnomer. Public relations, or relations with the public, would be more to the point. Practitioners must communicate with many different publics – not just the general public – each having its own special needs and requiring different types of communication. Often the lines that divide these publics are thin and the potential overlap is significant. Therefore, priorities, according to organizational needs, must always be reconciled.

Technological change – particularly satellite links for television, the Internet and the computer generally – has brought greater independence to people and organizations, and there is growing concern in organizations today about managing extensive webs of interrelationships. Indeed, managers have become interrelationship conscious.

Definitions differ on precisely what constitutes a public. One time-honored definition states that a public arises when a group of people faces a similar indeterminate situation,

recognizes what is indeterminate and problematic in that situation, and organizes to do something about the problem. In public relations, more specifically, a public is a group of people with a stake in an issue, organization or idea.

Publics can also be classified into several overlapping categories:

1. Internal and external. Internal publics are inside the organization: supervisors, clerks, managers, stockholders and the board of directors. External publics are those not directly connected with the organization: the press, government, educators, customers, the community and suppliers.
2. Primary, secondary and marginal. Primary publics most help – or hinder – the organization's efforts. Secondary publics are less important and the marginal publics are the least important of all. For example, members of the Federal Reserve Board of Governors, who regulate banks, would be the primary public for a bank awaiting a regulatory ruling, whereas legislators and the general public would be secondary.
3. Traditional and future. Employees and current customers are traditional publics, students and potential customers are future ones. No organization can afford to become complacent in dealing with its changing publics. Today, a firm's publics range from women to minorities to senior citizens to homosexuals. Each might be important to the future success of the organization.
4. Proponents, opponents and the uncommitted. An institution must deal differently with those who support it and those who oppose it. For supporters, communications that reinforce beliefs may be in order. But changing the opinion of skeptics calls for strong, persuasive communications. Often, particularly in politics, the uncommitted public is crucial. A lot of campaigns have been decided because the swing vote was won over by one of the candidates.

The typical organization is faced with a myriad of critical publics with whom it must communicate on a frequent and direct basis. It must be sensitive to the self-interests, desires and concerns of each public. It must understand that self-interest groups today are themselves more complex. Therefore, the harmonizing actions necessary to win and maintain support among such groups should be arrived at in terms of public relations consequences. Whereas management must always speak with one voice, its communications inflection, delivery and emphasis should be sensitive to all its consistent publics.

Questions:

1. Why is a public relations practitioner fundamentally an interpreter? What does he have to interpret?
2. What is the essence of proper public relations practice?
3. What is the difference between “general public” and “publics”?
4. What are the main overlapping categories of publics?

**II. Vocabulary. Guessing meaning from the context. Find words and expressions in the text that mean:**

1. to perform, to finish successfully;
2. a way of getting (somewhere);
3. a fundamental reason;
4. frankly, in a straightforward manner;
5. to expect something to happen;
6. very ordinary, with no special talents;
7. a praise;
8. extraordinary, marvelous;
9. witty, understanding;
10. steady;
11. a wrong name, a wrong term;
12. a coincidence in part;
13. settled, arranged;
14. vague, not precise;

15. making slight difference;
16. self-satisfied;
17. with no strong beliefs;
18. extremely important.

### III. Vocabulary. Phrasal verbs.

Look at the sentence with the phrasal verb “call for” in the last text. What is the meaning of it? Look at the dictionary entries for other phrasal verbs with “call”. Replace the words in brackets with a phrasal verb from the box. Make any other changes which are necessary.

to call for	to call forth	to call on/upon	to call in
to call off	to call out		

1. His behavior (was the cause of) numerous protests.
2. The occasion (demands) prompt action.
3. Please, (stop) your dog.
4. I (required) Mr Grey to address the meeting.
5. The fire brigade (was summoned) twice yesterday.
6. He was so short of money that he had to (request the return of) the loans he made.

### IV. Vocabulary. Antonyms.

Look through the texts and find words with opposite meaning. Continue the list:

internal – external

profit-making – ...

help – ...

current – ...

primary – ...

proponent – ...

support – ...

Make sure you know what these words mean. Use them in sentences of your own.



## **V. Grammar. Substantivized adjectives.**

Substantivized adjectives like “the uncommitted” are always plural and mean groups of people. So “the uncommitted” means a group of people who are not committed or bound to a course of action. Think of other examples.

Complete these sentences using one of the substantivized adjectives: the injured, the poor, the rich, the sick, the unemployed, the young, the dead, the homeless.

1. \_\_\_\_ have the future in their hands.
2. Ambulances arrived at the scene of the accident and took \_\_\_\_ to hospital.
3. Life is all right if you have a job, but things are not so easy for \_\_\_\_.
4. Julia has been a nurse all her life. She has spent her life caring for \_\_\_\_.
5. In England there is an old story about a man Robin Hood. It is said that he robbed \_\_\_\_ and gave the money to \_\_\_\_.
6. \_\_\_\_ need more help from the government.
7. At this time of year the villages make offerings to the spirits of \_\_\_\_.

## **VI. Use of English. Verbs to do with public relations activities.**

Look through the four texts again and make a list of verbs describing “practitioner’s activities”, e.g. “to interpret”, “to convey”, “to counsel”, etc. Look at how they are used in the texts. Use these verbs in sentences of your own speaking on public relations activities.

## **VII. Language in use. Sentence linkers.**

Look through the last three texts again and find sentence linkers, e.g. “on the one hand, but first, etc.” make a list of them and say how they connect sentences with one another, and what they mean: sequence, contrast, comparison, etc.

Then speak on two main functions of public relations: interpreting management to the public and interpreting the public to management, using the sentence linkers to make your discourse logical.

### **VIII. Writing. Summary.**

Look back at the four texts for the stages to follow in writing a summary. List the key points and then write the summary according to them.

## **UNIT II.**

### **PUBLIC OPINION**

#### **Part 1**

**I. Lead-in.** What do you think public opinion is? How is public opinion formed? Does public opinion play an important role in Russia? Can you name any opinion leaders?

**II. Read the text and answer the questions.**

#### **Public Opinion**

Usually it's difficult to move people toward a strong opinion on anything. It's even harder to move them away from an opinion once they reach it. Recent research, in fact, indicates that mass media appeals may have little immediate effect on influencing public opinion.

Nonetheless, the heart of public relations work lies in attempting to affect the public opinion process. Most public relations programs are designed either to persuade people to change their opinion on an issue, product or organization, crystallize uninformed or undeveloped opinions, or reinforce existing opinions.

So, public relations professionals must understand how public opinion is formed, how it evolves from people's attitudes and how it is influenced by communication.

What is public opinion?

Public opinion, like public relations, is not easily explained. Therefore, splitting public opinion into its two components, public and opinion, is perhaps the best way to understand the concept. Simply defined, public signifies a group of people

who share a common interest in a specific subject – stockholders, for example, or employees or community residents. Each group is concerned with a common issue – the price of the stock, the wages in the company or the building of a new plant.

An opinion is the expression of an attitude on a particular topic. When attitudes become strong enough, they surface in the form of opinion. When opinions become strong enough, they lead to verbal or behavioral actions.

A forest products company executive and an environmentalist might differ dramatically in their attitudes towards the relative importance of pollution control and continued industrial production. Their respective opinions on a piece of environmental legislation might also differ radically. In turn, how their organizations respond to that legislation – by picketing, petitioning or lobbying – might also differ.

Public opinion, then, is the aggregate of many individual opinions on a particular issue that affects a group of people. Stated another way, public opinion represents a consensus. And that consensus, deriving as it does from many individual opinions, really begins with people's attitudes toward the issue in question. Trying to influence an individual's attitude – how he or she thinks on a given topic – is a primary focus of the practice of public relations.

What are attitudes?

If an opinion is an expression of an attitude on a particular topic, what then is an attitude? Unfortunately, that also is not an easy question to answer. It had been generally assumed that attitudes are predispositions to think in a certain way about a certain topic. But recent research has indicated that attitudes may more likely be evaluations people make about specific problems or issues. These conclusions are not necessarily connected to any broad attitude. For example, an individual might favor a company's response to one issue but disagree

vehemently with its response to another. Thus, that individual's attitude may differ from issue to issue.

Attitudes are based on a number of characteristics:

1. Personal – the physical and emotional ingredients of an individual, including size, age and social status.
2. Cultural – the environment and lifestyle of a particular country or geographic area. National political candidates often tailor messages to appeal to the particular cultural complexions of specific regions of the country.
3. Educational – the level and quality of a person's education. To appeal to the increased number of college graduates in the United States today, public communication has become more sophisticated.
4. Familial – people's roots. Children acquire their parents' tastes, biases, political partisanships and a host of other characteristics. Some pediatricians insist that children pick up most of their knowledge in the first seven years, and few would deny the family's strong role in helping to mold attitudes.
5. Religious – a system of beliefs about God or the supernatural.
6. Social class – position within society. As people's social status changes, so do their attitudes. For example, college students, unconcerned with making a living, may dramatically change their attitudes about such concepts as big government, big business, wealth and prosperity after entering the job market.
7. Race – ethnic origin, which today increasingly helps shape people's attitudes.

These characteristics help influence the formation of attitudes. So, too, do other factors such as experience, economic class and political and organizational memberships. Again, recent research has indicated that attitudes and behaviors are situational – influenced by specific issues in specific situations. Nonetheless, when others with similar

attitudes reach similar opinions, a consensus, or public opinion, is born.

Questions:

1. What are most PR programs aimed at?
2. What is public opinion?
3. What are attitudes?
4. What characteristics are attitudes based on?
5. What other factors influence the formation of attitudes?

### **III. Vocabulary. Guessing meaning from the context. Find words and expressions in the text that mean:**

1. to make thoughts, plans, etc. become clear and definite;
2. to strengthen, to give support to an idea, a feeling;
3. lively, quick to react and often changing;
4. a total number or amount of items, data, etc. collected together;
5. a general agreement about a matter of opinion;
6. a tendency to behave in a particular way or suffer from a particular illness;
7. the act of considering something to decide how useful or valuable it is;
8. showing very strong feelings or opinions;
9. an opinion or a feeling that strongly favors something, sometimes unfairly, a prejudice;
10. a large number of;
11. to influence the way someone's character or attitudes develop.

### **IV. Vocabulary. Give English equivalents for:**

Суть ПР работы заключается в; несформировавшееся мнение; неустойчивое, непостоянное мнение; иметь общий интерес; акционеры; приводить к; вербальные и поведенческие акты (проявления); в свою очередь; совокупность многих индивидуальных мнений;

затрагивать группу людей; то, о чем идет речь; поддерживать, одобрять; специально приспособливать что-либо к чему-либо, адаптировать; тонкий, изощренный; формировать отношения; положение в обществе; резко (значительно) менять отношение к; вхождение на рынок труда.

**V. Paraphrase the underlined words using the vocabulary from the text.**

1. Conclusions from the report have been supported by more recent studies.
2. The EC Council of Finance Ministers failed to reach a decision on the pace of integration that everybody accepts.
3. I enjoy working with children, helping to form their young minds.
4. He expressed a strong and vigorous protest against the President's budget proposals.
5. Each district was divided into a number of sub-divisions.
6. We can change the insurance policy to fit your family's needs.
7. He is quite unconcerned with earning money.

**VI. Fill in the gaps in the sentences with the correct proposition if necessary.**

1. The chairperson's words had little effect \_\_\_\_ the audience.
2. I don't think we should change our opinion \_\_\_\_ this issue.
3. He has no interest \_\_\_\_ this matter.
4. The Green Party is concerned \_\_\_\_ many ecological issues.
5. They should express their attitude \_\_\_\_ this topic.
6. How did the company respond \_\_\_\_ this legislation?
7. PR practitioners should influence \_\_\_\_ people's attitudes.
8. This event was a bad influence \_\_\_\_ the firm's reputation.

## VII. Word-building. Negative prefixes.

Prefixes are often used to give adjectives a negative meaning. The opposite of “comfortable” is “uncomfortable”, the opposite of “convenient” is “inconvenient” and the opposite of “similar” is “dissimilar”. Unfortunately, there is no easy way of knowing which prefix any adjective will use to form its opposite.

Note: 1) **in-** becomes **im-** before a root beginning with ‘**m**’ or ‘**p**’; **in-** becomes **ir-** before a word beginning with ‘**r**’ and **il-** before a word beginning with ‘**l**’; 2) the prefix **in-** doesn’t always have a negative meaning – often it gives the idea of inside or into.

1. Make the following adjectives negative using **in-**, **im-**, **ir-**, **il-**, **un-**, **dis-**, **mis-**, **non-**. Make up sentences of your own with some of them.

Informed, developed, understood, explained, known, defined, classified, concerned, verbal, continued, affected, balanced, literate, efficient, honest, discreet, sensitive, convincing, relevant, responsible, loyal, tolerant.

2. Rewrite each sentence beginning as given, so that it contains a form of the word underlined beginning with **un-**.

a) I don’t envy his position.

His position is .....

b) Little Philip flew to New York without his parents’ company.

Little Philip flew to New York .....

c) Margaret has no inhibitions at all.

Margaret is completely .....

d) There is no foundation to the rumor that I have been dismissed.

The rumor that I have been dismissed is .....

e) I just can’t bear this heat!



- For me, this heat is .....
- f) The government will not compromise on this issue.  
The government's position on this issue is .....
- g) The sound of Jenny's voice cannot be mistaken.  
The sound of Jenny's voice is .....
- h) There is no justification for your behavior.  
Your behavior is quite .....
- i) There is no precedent for such action.  
Such action is .....
- j) Jane teaches but has no teaching qualifications.  
Jane is an .....

### **VIII. Translate into English using the vocabulary from the text.**

1. Многие ПР-кампании направлены на то, чтобы сформировать общественное мнение по определенным вопросам.
2. Мнение – это выраженное отношение к чему-либо.
3. Общественное мнение представляет собой не мнение общественности, а точки зрения различных групп людей по определенным вопросам.
4. ПР-специалисты должны уметь формировать общественное мнение и управлять им.
5. Очень трудно изменить устоявшееся мнение общественности по определенному вопросу.
6. Отношения людей к определенным вопросам зависят от многих факторов: личностных, культурных, образовательных, семейных, религиозных, социальных и этнических. Знание этих факторов помогает влиять на формирование общественного мнения.

## **Part 2**

**I. Lead-in.** Do you have any strong attitudes that cannot be influenced? Which motives in your opinion are the most important ones? How can people's motives be used in PR programs?

### **II. Read the text and answer the questions.**

#### **How are Attitudes Influenced?**

Strictly speaking, attitudes can be positive, negative or nonexistent. A person is for something, against it or neutral. Studies show that for any one issue, most people don't care much one way or the other. A small percentage express strong support and another small percentage express strong opposition. The vast majority are smack in the middle – passive, neutral, indifferent. It is usually called “the silent majority”. In many instances – and political campaigns being a prime example – this silent majority holds the key to success because they are the group most readily influenced by a communicator's message.

It's hard to change the mind of a person who is staunchly opposed to a particular issue or an individual. Likewise, it's easy to reinforce the support of a person who is wholeheartedly in favor of an issue or an individual. Social scientist Leon Festinger discussed this concept when he talked about cognitive dissonance. He believed that individuals tend to avoid information that is dissonant or opposed to their own points of view and tend to seek out information that is consonant with, or in support of, their own attitudes.

As Festinger's theory intimates, the people whose attitudes can be influenced most readily are those who have not yet made up their minds. In politics this group is often referred to

as the swing vote. Many elections have been won or lost on last-minute appeals to these politically undecided voters. In addition, it is possible to introduce information that may cause dissonance in the mind of a receiver.

Understanding this theory and its potential for influencing the silent majority is extremely important for the public relations practitioner, whose objective is to win support through clear, thoughtful and persuasive communication. Moving a person from a latent state of attitude formation to a more aware state and finally to an active one becomes a matter of motivation.

#### Motivating attitude change.

People are motivated by different factors, and no two people respond in exactly the same way to the same set of circumstances. Each of us is motivated by different drives and needs. The most famous delineator of what motivates people was Abraham Maslow. His hierarchy of needs helps define the origins of motivation, which, in turn, help explain attitude change. Maslow postulated a five-level hierarchy:

1. The lowest order is physiological needs: a person's biological demands – food and water, sleep, health, bodily needs, exercise and rest, and sex.
2. The second level is safety needs: security, protection, comfort and peace, and orderly surroundings.
3. The third level is love needs: acceptance, belonging, love and affection, and membership in a group.
4. The fourth level is esteem: recognition and prestige, confidence and leadership opportunities, competence and strength, intelligence and success.
5. The highest order is self-actualization, or simply becoming what one is capable of becoming. Self-actualization involves self-fulfillment and achieving a goal for the purposes of challenge and accomplishment.

According to Maslow, the needs of all five levels compose the fundamental motivating factors for any individual or public.

Six cardinal precepts of political activism are instructive in attempting to change attitudes:

1. Don't use graphic images unless they are accompanied by specific actions people can execute. Many movements began by relying heavily on graphic images of death and destruction. But such images run the risk of pushing people away rather than drawing them in. Disturbing presentations rarely lead to a sustained attitude change.

2. Go to the public instead of asking the public to come to you. Most people will never become directly involved in an activist campaign. They will shy away. But by recognizing the limits of public interest and involvement, you can develop realistic strategies to capitalize on public goodwill without demanding more than people are willing to give.

3. Don't assume that attitude change is necessary for behavior change. A large body of psychological research casts doubt on the proposition that the best way to change behavior is to begin by changing attitudes. Indeed, the relationship between attitudes and behavior is often quite weak. Therefore, informing smokers of the link between cigarettes and cancer is far easier than getting them to kick the habit.

4. Use moral arguments as adjuncts, not as primary thrusts. Moral views are difficult to change. It is much easier to gain support by stressing the practical advantages of your solution rather than the immorality of your opponents. For example, it is easier to convert people to a meatless diet by discussing the health benefits of vegetables than by discussing whether the Bible gives people dominion over animals.

5. Embrace the mainstream. In any campaign, people from all walks of life are necessary to win widespread approval. No campaign can be won if it is dubbed radical or faddish. That is

why the involvement of all people must be encouraged in seeking attitude change.

6. Don't offend the people you seek to change. Research on persuasion shows that influence is usually the strongest when people like the persuader and see the persuader as similar to themselves. It is impossible to persuade someone whom you have alienated. "You can attract more flies with honey than you can with vinegar". The same applies to people.

Questions:

1. What is "the silent majority"? Why does it hold the key to success?
2. What is the law of cognitive dissonance? Explain it.
3. What is Maslow's hierarchy of needs?
4. What rules are instructive in attempting to change attitudes?

### **III. Vocabulary. Guessing meaning from the context. Find words and expressions in the text that mean:**

1. exactly or directly in the middle or in front of something;
2. giving strong, loyal support to another person, organization, belief etc.;
3. to make people understand what you mean without saying it directly;
4. something that is present but hidden and may develop or become more noticeable in the future;
5. a person who describes or draws something carefully so that people can understand it;
6. to suggest that something might have happened or be true;
7. high regard, a feeling of respect and admiration for someone;
8. a rule on which a way of thinking or behaving is based;
9. to get as much advantage out of a situation, event etc. as you can;
10. something that is added or joined to something but is not part of it;

11. to change or make something change from one form, system or purpose to a different one;
12. to give something or someone a particular name;
13. something that is fashionable for a short time;
14. to do something that makes someone unfriendly or unwilling to support you.

#### **IV. Vocabulary. Give English equivalents for:**

Так или иначе; как раз по середине; молчаливое большинство; быть за что-либо; принять решение; группа неопределившихся; мотивы и потребности; рисковать; избегать, воздерживаться (от), сторониться; подвергать сомнению, ставить под сомнение; бросить привычку; люди всех слоев общества.

#### **V. Vocabulary. Synonyms and antonyms.**

- a) Find in the text the synonyms to: unconcerned; huge, enormous; elude, shun; steadfastly; essential, significant; convincing; respect, regard.
- b) Find in the text the antonyms to: positive; passive; weak; scorn, contempt; thoughtless, inconsiderate; to please, to delight; to draw smb in.

#### **VI. Grammar. The Passive Voice.**

##### Main uses of the Passive Voice:

- a) When the agent is unknown or when it is unnecessary to mention the agent.

*Petrol is sold by the liter.*

*The factory was designed five years ago.*

*My handbag has been stolen*

- b) To avoid using 'one' or 'you'.

*Bicycles can be rented cheaply.*

*Drinks must not be brought into the football ground.*

*Brushes should be washed out immediately.*

- c) To emphasize the action or event rather than the agent.

*Coal is cut at the coal face and carried on a conveyor belt to the bottom of the pit shaft. It is then raised to the surface in cages.*

- d) To make a statement more formal and impersonal.

*The position which you applied for has now been filled.  
New safety procedures are to be introduced next year.*

Translate the following sentences into English using the Passive Voice:

- 1) На этих людей легко оказать влияние.
- 2) В политическом ПР таких людей часто называют группой неопределившихся.
- 3) Ни одну политическую кампанию нельзя выиграть без знания и учета этих факторов.
- 4) Каждый из нас подвержен действию разнообразных потребностей.
- 5) Его избирательная кампания была проиграна из-за решения, принятого в последний момент группой неопределившихся избирателей.
- 6) Мотивы и потребности были разделены Маслоу на 5 уровней.
- 7) В настоящее время проводится кампания в поддержку этого кандидата.
- 8) В этом ПР обращении будут использованы не только словесные, но и графические образы.

## **VII. Writing. Translate the text from Russian into English using the vocabulary from Part 2:**

Человек – это сложное и многогранное существо. На его поведение влияет множество различных факторов. В первую очередь – это биологические потребности, а также

потребности в безопасности, любви, признании и самореализации. По мнению социального психолога Маслоу все человеческие потребности могут быть сведены в 5-уровневую систему.

Грамотный ПР-специалист должен обладать необходимыми знаниями в области социальной психологии, чтобы знать человеческие потребности и умело апеллировать к ним в ПР-обращении. Но не каждый человек осознает, чего именно он хочет и кого именно он готов поддержать. Эти люди обычно равнодушны к тому, что происходит вокруг них. Их часто называют молчаливым большинством.

Группа общественности, являющаяся желанной добычей для ПР-специалиста, – это те люди, у которых еще не сформировалось собственное мнение по тому или иному вопросу. Это те люди, на чье решение он должен и может повлиять. Такая группа называется группой неопределившихся. Чаще всего именно от этих людей зависит исход той или иной ПР-кампании.

Вот почему необходимо тщательно продумывать каждый элемент ПР-кампании, включая использование графических образов, которые обязательно должны сопровождаться рекомендациями, которым люди могли бы последовать. Нужно всегда учитывать, что люди не всегда готовы действовать, даже если они вас поддерживают, и, конечно, нельзя обижать тех людей, в лице которых выищите поддержку.

### **VIII. Speak on the topic:**

- 1) How a PR practitioner can influence people's attitudes.
- 2) Maslow's 5-level hierarchy.



## **Part 3**

**I. Lead-in.** Are you easily persuaded? What is necessary to persuade you? Can you persuade other people?

**II. Read the text and answer the questions.**

### **Power of Persuasion**

Perhaps the most essential element in influencing public opinion is the principle of persuasion. Persuading is the goal of the vast majority of public relations programs. Persuasion theory has myriad explanations and interpretations. Basically, persuasion means getting another person to do something through advice, reasoning or just plain arm twisting. Books have been written on the enormous power of advertising and public relations as persuasive tools.

Social scientists and communications scholars take issue with the view of many public relations practitioners that a story on net-work news or the front page of *The New York Times* has a tremendous persuasive effect. Scholars argue that the media have a limited effect on persuasion doing more to reinforce existing attitudes than to persuade toward a new belief. There is little doubt, however, that the persuasiveness of a message can be increased when it arouses or is accompanied by a high level of personal involvement. In other words, an individual who cares about something and is in fundamental agreement with an organization's basic position will tend to be persuaded by a message supporting that view.

According to the persuasion theory of Michael Ray, there are at least three basic orderings of knowledge, attitude and behavior relative to persuasion:

- 1) When personal involvement is low and little difference exists between behavioral alternatives, knowledge changes are likely to lead directly to behavioral changes.
- 2) When personal involvement is high but behavioral alternatives are indistinguishable, behavioral change is likely to be followed by attitudinal change, similar to Festinger's cognitive dissonance approach.
- 3) When personal involvement is high and clear differences exist among alternatives, people act in a more rational manner. First, they learn about the issue. Second, they evaluate the alternatives. Then they act in a manner consistent with their attitudes and knowledge.

To these complex theories of persuasion is added the simpler, yet no less profound, notion of one of the former Secretaries of State Dean Rusk: "One of the best ways to persuade others is to listen to them". No matter how one characterizes persuasion, the goal of most communications programs is, in fact, to influence a receiver to take a desired action.

How are people persuaded?

Saul Alinsky, a legendary radical organizer, had a simple theory of persuasion. "People only understand things in terms of their own experience.... If you try to get your ideas across to others without paying attention to what they have to say to you, you can forget about the whole thing". In other words, if you wish to persuade people, you must cite evidence that coincides with their own beliefs, emotions, and expectations.

What kinds of "evidence" persuade people?

1. Facts. Facts are indisputable. Although it is true, as they say, that "statistics sometimes lie", nonetheless, empirical data are a persuasive device in hammering home a point of view. This is why any good public relations program will always start with research.

2. Emotions. Maslow was right. People do respond to emotional appeals – love, peace, family, patriotism. Ronald Reagan was known as “the great communicator” largely as a result of his appeal to emotions.

3. Personalizing. People respond to personal experience. When Sarah Brady crusaded about gun control, people understood that her husband President Reagan’s former press secretary had been permanently handicapped by a bullet intended for the president.

4. Appealing to “you”. The one word that people never tire of hearing is “you”. “What is in this for me?” is the question that everyone asks. So one secret to persuading is constantly to think in terms of the audience, constantly to refer to “you”.

As simple as these four precepts are, they are difficult to grasp – particularly for business leaders, who frown on emotions or personalizing or even appealing to an audience. Some consider it “beneath them” to show human emotions. This, of course, is a mistake. The power to persuade – to influence public opinion – is the measure not only of a charismatic but an effective leader.

Questions:

1. What is persuasion?
2. What can increase the persuasiveness of a message?
3. What are the main points of the persuasion theory of M. Ray?
4. How does D. Rusk sum up the theory of persuasion?
5. What helps to persuade people?

### **III. Vocabulary. Guessing meaning from the context. Find words and expressions in the text that mean:**

1. to talk to someone in order to try to persuade them;
2. someone who knows a lot about a particular subject;
3. to disagree or argue with someone about something;
4. very big, fast, powerful etc.;

5. the way that several things, events etc. are arranged or put in a list, showing whether something is first, second, third etc.;
6. things that are so similar that you can't see any difference between them;
7. in agreement or harmony with smth;
8. that can't be challenged or denied;
9. to make sure that people understand what you want to say by speaking in a determined way;
10. to take part in any campaign for smth believed to be good or against smth believed to be bad;
11. able to attract and influence other people because of a powerful personal quality.

#### **IV. Paraphrase the underlined words using the vocabulary from the text.**

1. He tried to talk me into accepting his plan.
2. This modern artificial material is so similar to real silk that you cannot see any difference between them.
3. Never try to explain something to people without paying attention to what they have to say to you.
4. Your ideas are just the same as mine.
5. These facts cannot be challenged.
6. Our party needs a leader who can attract people due to his powerful personality.

#### **V. Vocabulary. Give English equivalents for:**

Принцип убеждения; цель большинства ПР-программ; выкручивание рук; средства убеждения; не соглашаться, спорить; без сомнения; изменения поведения; совместимый, не противоречащий; уделять внимание чему-либо; совпадать с; тем не менее; объяснить, растолковать что-либо; вести кампанию, бороться; ниже чьего-либо достоинства.

## VI. Grammar. The Gerund and the Infinitive.

After verbs we can use an infinitive (with or without *to*), a gerund, a noun or *that* + clause.

- Here are some verbs followed by a gerund: *avoid, delay, fancy, give up, mind, practise, feel like, involve, miss, risk, be worth, enjoy, keep on, postpone, put off, admit, deny, mention, resent, burst out, mean (with an impersonal subject = involves), etc.*
- Verbs + prepositions are always followed by a gerund: *be good at, be keen on, look forward to, insist on, succeed in, apologize for, etc.*
- Here are some verbs followed by an infinitive: *agree, appear, afford, expect, intend, manage, promise, fail, hope, refuse, hesitate, pretend, seem, mean (= intend), etc.*
- Some verbs can be used with both an infinitive and a gerund but with a change of meaning. Here are some examples:  
*remember + inf.* means not to forget to do: *I remembered to turn off the oven.*  
*remember + gerund* means have a memory of it: *I remembered turning off the oven.*  
*regret + inf.* means be sorry to have to inform smb that: *We regret to inform you that we cannot offer you the post.*  
*regret + gerund* means regret about the past: *She regretted accepting the job.*

Open the brackets using the infinitive or the gerund:

1. Molding public opinion means making people (think) in a certain way.
2. People who care about something are likely (to be persuaded) by a PR message.
3. He went on with his plans without (to pay) attention to what his colleagues said.
4. We regret (to tell) you that we cannot accept your offer.

5. Have you considered (to take part) in the PR campaign?
6. I don't remember (to discuss) this issue.
7. He regretted (to say) that to him.
8. Don't forget (to mention) it at the meeting.
9. If a PR message is not interesting people stop (to read) it after a short while.
10. He was made (to study) hard when he was at college.
11. Persuasion means (to get) other people (to do) something.
12. It's difficult (to make) a smoker (to kick) the habit.
13. The main goal of a PR specialist is (to make) people (to accept) some ideas, products, images.
14. When personal involvement is high you don't have to get people (to buy) the product.

## **VII. Writing. Summary.**

Sum up the text in no more than 50 words.

## **VIII. Speaking.**

Think of any important recent event such as a show business or political scandal, controversial decision, etc., and work out a PR project to form positive public opinion about it.

# **UNIT III**

## **PUBLICITY AND THE MEDIA**

### **Part 1**

**I. Lead-in.** What is publicity? Why is it vital for any organization to secure positive publicity?

**II. Read the text and answer the questions.**

### **Publicity and the Media**

When you mention the practice of public relations to most people – be they politician or office worker, hospital employee or trade association executive, foreman on the assembly line or CEO – their thoughts instinctively turn to the press and publicity. Whereas students and practitioners of public relations know that the field represents much more than simply securing publicity in the media, nonetheless to most people, public relations means publicity. The media and the practice of public relations are inextricably intertwined. And therein lies the problem.

In the twenty-first century the mass media are increasingly challenged by new channels of communication, from interactive TV to Internet access for everything from medical diagnoses to financial services, therefore the relationship between the mass media and the public has become more strained. To hold existing readers and viewers and attract new mass media clients in such a newly competitive marketplace, reporters and editors have had to become more controversial in their coverage, more hard-edged in reporting on establishment institutions.

Because public relations professionals are, in most institutions, the first line of defense and explanation, it is the public relations practitioner who meets the reporter head on. And in the twenty-first century, reporters are looked upon much less favorably than they used to be.

#### Power of publicity.

Whether the mass media have lost relative influence to other proliferating alternative communication vehicles or not, the fact remains that securing positive publicity through the mass media is still a critical activity for most public relations professionals. Moreover, public relations professionals still regard the mass media as an institution of awesome power.

Because publicity, as we will see, is generally regarded as more credible than advertising, establishing a good working relationship with the media – despite the media's more aggressive, some would argue, hostile, tone – remains essential for successful communication programs. Traditionally, dealing with the media has been a primary responsibility of public relations professionals. And as noted, the practice of public relations has been most closely associated – for better or worse – with the function of media publicity. Accordingly, media relations has developed into a career specialty for many in the field.

When the media go to bat for an organization or individual, the rewards can be substantial. On the other hand, when the media take aim at a particular individual or institution, the results can be devastating.

Recent U.S. history is studded with examples of people and organizations whose power and influence have been cut short because of extensive and critical media attention.

The vigilance of the media in exposing fraud, deception, and questionable practices in society is a tradition. The media's crowning achievement was the exposure of the Watergate break-in, which eventually led to the resignation of President



Richard Nixon. The success of the *Washington Post* in getting to the bottom of Watergate encouraged journalists to focus on power abuses in all areas of society. Over the years since Watergate, investigative reporting has gained a solid foothold, particularly on television, where one picture is worth a thousand words.

So-called tabloid journalism has also taken its toll on media relations. Those who have been burned by the half-truths and preconceived biases of the tabloids counsel others not to cooperate at all with such “pretend journalists”. One casualty is the so-called legitimate media, which seem to succumb to the competition for titillation by lowering its standards. Indeed, with the spate of gossip columnists and tell-all talk shows the spread of tattletale journalism has put an added burden on public relations professionals, who, as the primary voice of management, seek fair and unbiased treatment of their organizations in the media.

Questions:

1. In what way has the relationship between the media and the public changed? Why?
2. What is the difference between advertising and publicity?
3. What is the difference between public relations and publicity?
4. Why is it important to have a good working relationship with the media?
5. What is the current state of the newspaper industry?
6. How has tabloid journalism influenced media relations?

### **III. Vocabulary. Guessing meaning from the context. Find words and expressions in the text that mean:**

1. the attention that someone or something gets from newspapers, television etc.;
2. very closely connected and cannot be separated;
3. twisted together, closely connected with each other;

4. causing a lot of disagreement, because many people have strong opinions about the subject being discussed;
5. dealing with unpleasant subjects or criticizing someone severely in a way that may offend some people;
6. extremely impressive, serious or difficult so that you feel great admiration, worry or fear;
7. to help and support someone;
8. to stop doing something earlier than was planned;
9. careful attention that you give to what is happening, so that you will notice any danger or illegal activity;
10. a newspaper that has a lot of stories about sex, famous people etc. and not much serious news;
11. to stop opposing someone or something that is stronger than you and allow them to take control;
12. making someone feel sexually excited or interested.

#### **IV. Vocabulary.**

- a) Give English equivalents for:

Напряженные отношения; освещение событий (в прессе и т.д.); быть более резким, критичным; первая линия (ряды) обороны; встретить кого-либо лоб в лоб (лицом к лицу); заступаться за кого-либо, помогать кому-либо; преждевременно оборвать что-либо (чью-либо карьеру и т.д.); разоблачать, разоблачение; мошенничество, мошенник; злоупотребление властью; нанести тяжелый урон; предвзятость; честные (правдивые) СМИ; осложнять жизнь (являться дополнительным бременем).

- b) Give Russian equivalents for:

CEO; to be inextricably intertwined; to be challenged by; to become more controversial; alternative communication vehicles; for better or worse; to take aim at; a crowning achievement; to get to the bottom of something; to gain a solid foothold; tabloid journalism; to succumb to the competition for titillation by lowering standards; the spate of gossip columnists; tattletale journalism.

## V. Vocabulary. Words easily confused.

Study the following:

Credible – something that is *credible* can be believed because it seems likely or because you trust the person who is saying it: *Her story is completely credible. She doesn't usually exaggerate.* Synonym: believable.

Credulous – too ready to believe what other people tell you: *You may be able to persuade a more credulous audience, but these people are pretty sophisticated.* Synonym: gullible.

Creditable – deserving praise or approval but not outstanding: a creditable piece of factual research / a creditable performance: *Sue gave a very creditable performance as Lady Macbeth.*

Economic – (only before a noun) connected with trade, industry and the management of money: *strategies to promote economic growth / It makes no economic sense at all! / economic climate (=conditions affecting trade, industry and business).*

Economics – (singular): is the study of economies and their money systems: *He's got a degree in Modern History and Economics (NOT economic or economy). Economics is my favorite subject (NOT are my favorite subject).*

Economy – (countable) the system by which a country's money and goods are produced and used, or a country considered in this way: *a capitalist economy / the burgeoning economies of the Pacific rim.*

Economical – meaning the careful use of money, a supply of something, effort etc. that avoids any waste: *My new car is quite economical (=cheap to run).*

Negligent – not taking enough care over something that you are responsible for, with the result that serious mistakes are made: *The report stated that Dr Brady had been negligent in not giving the patient a full examination.*

Negligible – too slight or unimportant to have any effect: *The damage done to his property was negligible.*

Choose the most appropriate word underlined:

1. This man has coaxed millions of pounds from a credible/credulous/creditable public.
2. He isn't a credible/credulous/creditable witness.
3. She won a credible/creditable 16 per cent of the vote.
4. The government's economic/economical policy has come in for criticism.
5. She was brought up to be economic/economical with the housekeeping money.
6. Economics is/are my favorite subject.
7. The economics/economy of the country is in a shambles.
8. I feel that he has been negligent/negligible and that he is to blame.
9. The council was negligible/negligent in the way it looked after the girl.
10. Losses in trade that year were negligible/negligent.

## VI. Word-building. Compound adjectives.

Study the following:

### Form

A compound adjective has two parts. We usually write it with a hyphen: *red-haired*, *green-eyed*

The second part of a compound adjective is often:

- a present participle:  
*tight-fitting*, *good-looking*
- a past participle:  
*old-fashioned*, *well-built*, *badly-maintained*
- a preposition:  
*broken-down*, *well-off*
- another adjective:  
*brand-new*, *duty-free*

### Use

We can use compound adjectives to describe:

- physical appearance:  
*broad-shouldered, dark-haired, good-looking*
- personality:  
*good-tempered, open-minded*
- places:  
*built-up, run-down, wide-open*
- everyday objects:  
*worn-out, hand-made, man-made*

1. Match items from the two lists to make compound adjectives. Translate them into Russian.

broad	minded
narrow	built
well	eyed
one	dressed
bad	known
absent	tempered
open	behaved
hard	witted
big	bitten
quick	hearted

2. Fill in each gap in the following sentences with an appropriate compound adjective formed from a word in the list.

~~free~~ distance up built made going up off  
conditioned class badly sighted headed

Example: *I bought this CD duty-free as I was coming back from London.*

1. I made a long ..... call to England and it cost me a fortune.
2. They seem to be very well ..... – at least they have a great big house and two expensive cars.
3. I'm fed ..... with this exercise – can't we do something else?
4. By train I travel second ..... because it's cheaper.

5. You can see this vase is hand ..... and wasn't produced in a factory.
6. He's a really relaxed guy – so easy .....
7. I live in a built ..... area of the city which is very noisy and full of traffic.
8. The office is air ..... so it's very cool, even in the summer.
9. He's so proud – I've rarely met anyone so big ..... . He has a really high opinion of himself.
10. I want to get my eyes tested – I've become really short ..... lately.
11. A ..... maintained car won't have a reliable engine.
12. There isn't much grass in the ..... up areas of the city.

## VII. Grammar. AS.

Study the following:

**As** has many uses in English. **As** can be used as an adverb, preposition and conjunction:

1) it can be used to express equality or inequality: *as old/fat/clever etc. as sb/sth* – equally old, fat etc. as someone or something else: *Her ring is twice as big as mine. My brother is not as old as me.*

2) *as a teacher/mother/actor etc.* – used when you are describing someone's job or the main purpose of someone or something: *As parents we are concerned for our children's future. Speaking as your doctor, I would not advise this. It's not bad as a first attempt. The children all dressed up as animals.*

3) *as a result of smth* – because of something: *Several businesses went under as a result of the recession.*

4) *be regarded as smth* – means to be considered to be something: *"Novecento" is regarded by many as Bertolucci's best film.*

5) *as* is used in comparisons: *I can't run as fast as I used to. Jim works in the same office as my sister does.*

- 6) in the particular way or manner mentioned: *Do as I say! We'd better leave things as they are until the police arrive.*
- 7) while or when: *I saw Peter as I was getting off the bus.*
- 8) *as* is used in a similar way to *because* to state the reason for something: *As we're both tired, let's just grab a takeaway.* However, it places less emphasis on the reason than *because*.
- 9) *though*: *Unlikely as it might seem, I'm tired too. As popular as he is, the President hasn't always managed to have his own way.*
- 10) *so cold/heavy/quick etc. as to... or such an idiot/a disaster etc. as to...* – used to show the reason that makes something happen or not happen: *The water was so cold as to make swimming quite impossible*
- 11) *so as to do smth* – with the purpose of doing something: *The little boy ran off so as not to be caught.*
- 12) *as from today/15th December/next June etc. also as of today etc.* – starting from today, 15th December etc. and continuing: *As from today, you are in charge of the office. As of now, there will be no more paid overtime.*
- 13) *as for somebody* – is an expression meaning concerning: *Nick can go but as for you, you can get out of my sight.*
- 14) *as if* – is used in a way that suggests that something is true or not true: *You look as if you've had a good time.*
- 15) *as early as* – means a particular time: *As early as 1703 St Petersburg was founded on the bank of the Neva.*

1. Look through the text again, find sentences with **AS**, translate them into Russian properly.
2. Rewrite the sentences so as to use **AS** as a conjunction.

Example: He didn't understand, so he asked the teacher to explain. – As he didn't understand, he asked the teacher to explain.

- 1) It was raining hard, so we decided not to go out.

- 2) He had never been to Australia before, so he decided to spend his holiday there.
- 3) She didn't like the candidate's program, so she decided not to vote for him.
- 4) I didn't have any stamps. Therefore, I couldn't post the letter.
- 5) The course cost a lot of money. I couldn't afford it.
- 6) I had promised to visit him, so I felt obliged to go.
- 7) I had heard a lot about this musical, so I decided to go to the theatre.
- 8) The lecturer was late. The students were becoming impatient.
- 9) He felt worn out. He needed a holiday.
- 10) She was wearing a hat and dark glasses. She didn't want to be recognized.

3. Translate the following sentences into English using **AS** where appropriate.

- 1) Установление и поддержание хороших отношений со СМИ рассматривается как одно из основных направлений работы PR-специалиста.
- 2) Что касается меня, я не верю тому, что пишет пресса.
- 3) Так как влияние СМИ очень велико, PR-специалисты должны управлять отношениями между своей организацией и СМИ.
- 4) Эта газета не так популярна, как та.
- 5) Наша фирма была основана в 1996 году.
- 6) Она ведет себя так, словно ничего не произошло.
- 7) Он взял такси, чтобы не опоздать на поезд.
- 8) Хотя эта газета очень популярна, она не всегда дает объективное освещение событий.
- 9) Мы встретили их, когда путешествовали по Европе.
- 10) Вам лучше не вмешиваться и оставить все как есть.
- 11) Фирма разорилась в результате неправильной финансовой политики.



- 12) Как PR-специалисты, мы озабочены распространением ложной информации о деятельности нашей организации.

### **VIII. Translate into English using the vocabulary from the text.**

1. Современные СМИ часто обвиняют в поверхностном, необъективном освещении событий и погоне за сенсациями.
2. Чтобы удержать старых читателей и привлечь новых, газетам и журналам приходится публиковать материалы, вызывающие острые дискуссии и подвергать резкой критике деятельность олигархов.
3. Несмотря на развитие новых средств коммуникации, СМИ по-прежнему обладают огромной властью в обществе.
4. PR-специалисты призваны защищать и объяснять политику организации на встречах с представителями СМИ.
5. Специалистам по связям с общественностью часто приходится общаться с журналистами напрямую.
6. Эта газета оказывает поддержку представителю партии зеленых.
7. Политическое влияние этого олигарха было подорвано из-за большого количества разоблачительных статей в прессе.
8. Предвзятость в освещении событий и распространение ложной информации неблагоприятно отразились на взаимоотношениях этой компании и СМИ.
9. Желание привлечь читателя любой ценой, в том числе, играя на низменных мотивах, снизило уровень многих изданий.

### **IX. Speak on the topic:**

- 1) The role of mass media in modern society.

- 2) The current state of the media in Russia.
- 3) The power of publicity.

## **Part 2**

**I. Lead-in.** Why is it important for any organization to have good relationships with the media? Do you know any rules of dealing with the media?

**II. Read the text and answer the questions.**

### **Dealing with the Media**

It falls on public relations professionals to orchestrate the relationship between their organizations and the media. To be sure, the media can't ordinarily be manipulated in our society. They can, however, be confronted in an honest and interactive way to convey the organization's point of view in a manner that may merit being reported. First, an organization must establish a formal media relations policy. Second, an organization must establish a philosophy for dealing with the media, keeping in mind the following 10 principles:

1. Flexibility is key. Having a plan to deal with the media is fine, but an organization must remain flexible, dealing with media inquiries on a case-by-case basis and not being locked into an overly restrictive policy.
2. Provide the media with only one voice. The media prefer many spokespersons, but an organization should stick to one. He or she should be available to one and all in the press, and everyone in the organization should understand that it is this person's job alone to convey information to the outside world.
3. Don't volunteer the chief as spokesperson. The media insist on speaking to the top person. Sometimes this makes sense.

Normally, though, exposing the chief executive to the media is the worst thing one can do. It is much better to offer trained spokesperson who is knowledgeable and experienced in dealing with the idiosyncrasies of reporters and the media.

4. Don't always take the lawyer's advice. A lawyer's job is to protect the organization from challenge in a court of law. However, a lawyer's advice often may not be responsive to the likely perception of the institution in another critical court – “the court of public opinion”. The smart manager always weighs legal advice against public relations advice.

5. Don't wait until you've got all the facts. If you wait for all the data, you may still be sitting after the public has branded you “guilty as charged”. Often, it makes sense to launch a preemptive rebuttal to media charges. This shows the public that you're not going to accept unfounded accusations.

6. Don't answer every question. The fact that the media ask doesn't mean you have to answer. You have no obligation to answer every question. And you should answer only those questions you are prepared to handle.

7. Squawk if you're wronged. If the media print inaccuracies, blast them. Call the reporter and demand a correction. Correct the public record. If you don't, the inaccuracy will go uncorrected for so long that eventually it will become a “media fact”.

8. Don't keep journalists at arm's length. As noted, a journalist's job is to get a story, whatever that entails. The public relations professional's job is to be an advocate for the institution. As long as both understand and respect each other's position, cooperating with a journalist can often be in an organization's best interest.

9. Share information with allies. Limiting information to those who need to know can be counterproductive. Employees, customers, and even stockholders can serve as valuable allies in dealing with the public and the media. They should be kept aware of the organization's position on issues of media interest.

10. You can lose the media battle but still win the longer term credibility war. Sometimes, especially if you're wrong, the most sensible thing to do is admit it. There is nothing as refreshing as hearing an official admit, "We made a mistake. We'll make restitution. It won't happen again". That's how an organization retains its credibility.

Questions:

1. How should an organization deal with the media?
2. Who should be a spokesperson?
3. Why should not a spokesperson answer every question?
4. What should an organization do if it is wronged?
5. What should an organization do if it is wrong?

### **III. Vocabulary. Guessing meaning from the context. Find words and expressions in the text that mean:**

1. to organize an important event or a complicated plan, especially secretly;
2. (formal) to deserve something;
3. too or very;
4. an unusual habit or way of behaving that someone has;
5. an action which is done to harm someone else before they can harm you, or to prevent something bad from happening;
6. proof that a statement or a charge made against you is false;
7. (informal) to complain loudly and angrily;
8. to attack or criticize somebody or something very strongly;
9. to involve something as a necessary or inevitable part or consequence;
10. someone who publicly supports a particular way of doing things;
11. (formal) the act of giving back something that was lost or stolen to its owner or of paying for damage.

### **IV. Vocabulary.**

- a) Give English equivalents for:

Управлять; заслуживать, быть достойным; политика взаимоотношений с прессой; придерживаться чего-либо; необоснованное обвинение; быть в чьих-либо интересах; опровержение; возмещать убытки.

b) Give Russian equivalents for:

To keep in mind; case-by-case; top person; trained spokesperson; knowledgeable; to brand; inaccuracy; media fact; counterproductive.

**V. Paraphrase the underlined words using the vocabulary from the text.**

1. The coup was organized by the CIA.
2. The editor-in-chief was known to have many unusual ways of behavior.
3. We are not going to put up with accusations that are groundless.
4. He complained loudly and angrily about the inaccuracies in the newspaper article.
5. The Senator criticized their plans for educational aid.
6. Extremists were publicly supporting violence.

**VI. Fill in the gaps in the sentences with the correct preposition:**

1. All travel expenses fell \_\_\_\_\_ the sponsors.
2. If you want to have a good relationship with the media you shouldn't keep journalists \_\_\_\_\_ arm's length.
3. They insisted \_\_\_\_\_ checking all the information.
4. A PR specialist should provide the media \_\_\_\_\_ all the information that from the organization's point of view merits being reported.
5. To have a good relationship with the media an organization should stick \_\_\_\_\_ a common media relations policy.
6. His thoughts turned \_\_\_\_\_ the forthcoming press conference.

7. This newspaper is hard-edged in reporting \_\_\_\_\_ the government's policy.
8. He was looked \_\_\_\_\_ as an efficient worker.
9. We have to weigh the costs of the new system \_\_\_\_\_ the benefits it will bring.
10. Gina finally succumbed \_\_\_\_\_ temptation and accepted the offer.

## **VII. Grammar. Modal Verbs.**

1. Look through the text again, find sentences with modal verbs and translate them into Russian. Comment on the usage of modal verbs.
2. Choose the most suitable verb form.
  - 1) It's a pity you didn't ask lawyer's advice. It could help/could have helped you.
  - 2) He has a good PR-team working for him but his copywriters could/ought be better.
  - 3) A top person couldn't/shouldn't be exposed to the press.
  - 4) A PR specialist must/may take into account that a journalist's job is to get a story whatever that entails.
  - 5) They didn't have to use/shouldn't have used unchecked information. It may/must lead to legal proceedings.
  - 6) You shouldn't/mustn't answer every question.
  - 7) If you have no answer or you'd prefer to keep the information, you may/might ignore the question.
  - 8) You might have corrected/might correct this inaccuracy. It's too late to do anything about it now, it has become a "media fact".
  - 9) They must have shared/must share this information with their employees. Everybody seems to be aware of the situation.
3. Translate into English using suitable modal verbs and the vocabulary from the text:

- 1) Ситуация могла бы быть другой, если бы вы сказали журналистам правду с самого начала.
- 2) Руководитель организации не должен представлять ее на встречах с представителями прессы.
- 3) Организация должна иметь четкий план мероприятий по общению с прессой.
- 4) Вам не следовало выступать с этими заявлениями от лица нашей организации.
- 5) Не может быть, чтобы эта информация появилась в прессе.
- 6) Нам надо найти опытного человека, обладающего необходимыми знаниями, чтобы он представлял нашу фирму на встречах с журналистами.
- 7) Вы могли бы выступить с опровержением в печати и не доводить ситуацию до критической, но сейчас уже слишком поздно что-либо предпринимать.
- 8) Поскольку это была не наша вина, нам не придется возмещать убытки.
- 9) Должно быть, он сотрудничал с этой газетой в интересах своей компании.

### **VIII. Act as an interpreter.**

An interview with the editor-in-chief of the newspaper "Delovaya Panorama" Mikhail Efimov.

- Mr Efimov, why do journalists and PR-agencies often have problems in dealing with each other?

- Я считаю, что главная проблема в том, что очень часто журналисты и представители ПР-служб не могут найти общий язык. ПР-специалист, как правило, приносит материал рекламного характера и хочет видеть его опубликованным, при этом часто не совсем понимая формат газеты.

- What do you mean?

- Ежедневно к нам в редакцию приходит огромное количество факсов, в которых говорится, например, что детский дом получил в подарок от фирмы такой-то 10 инвалидных колясок или что-то подобное. Это замечательно, но это новость не для деловой газеты.

- Then do you have any criteria of choosing the information for your newspaper?

- Трудно говорить о каких-то критериях. ПР-службы при подготовке пресс-релизов перебирают с самовосхвалением и самолюбованием. С помощью информационного повода они пытаются рассказать всё самое хорошее о себе, часто забывая о реальном событии. Но журналистам, в первую очередь, нужна история, которая привлечёт внимание и, тем самым, повысит интерес к газете.

- That's why journalists prefer to tell their readers about scandals rather than positive events. They concentrate on exposing fraud, deception and questionable practices. And very often, you should admit it, they use unchecked information that can ruin the reputation of an organization, and as a result the public will brand the organization "guilty as charged". What do you think about low standards of modern media?

- Да, газеты с удовольствием пишут о плохом – такова наша реальность. Чем скандальнее публикация, чем больше неприятного для компании вытаскано наружу, тем больше газету читают. Публикация разоблачительных и скандальных статей в какой-то степени в интересах газеты. А пиарщики хотят читать положительные новости о своей компании, и в этом также заключается проблема наших взаимоотношений.

- And as for "black" PR?

- Что касается "чёрного" ПР... За то, чтобы обругать конкурента платят гораздо большие деньги, чем за то, чтобы похвалить себя. Надо быть исключительно порядочным журналистом, чтобы отказаться от этих денег.



У нас было несколько случаев, когда журналист брал деньги и приносил статью, в которой, как потом выяснялось, содержались ложные данные и необоснованные обвинения. В случае судебных разбирательств ответственность ложится не только на журналиста, подписавшего статью, но и на редактора и, в конечном счете, вредит репутации газеты. Так что мы, в нашей газете, быстро разобрались с проблемой заказных статей.

- Thank you very much, Mr Efimov.

**IX. Read the following text and expand its ideas to give a speech on one of the following topics:**

1. Social function of the mass media.
2. The mass media and the formation of public opinion.
3. Word of mouth and its role in forming public opinion.

The mass media are usually less important than the immediate social environment when it comes to the formation of attitudes, but they are still significant. They focus the attention on certain personalities and issues, and many people subsequently form opinions about these issues. Government officials have noted that their mail from the public tends to “follow the headlines”; whatever is featured in the press at a particular moment is likely to be the subject that most people write about. The mass media can also activate and reinforce latent attitudes. Political attitudes, for example, are likely to be activated and reinforced just before an election. Voters who may have only a mild preference for one party or candidate before the election campaign starts are often worked up by the mass media to a point where they not only take the trouble to vote but may contribute money or help a party organization in some other way.

The mass media play another extremely important role in letting individuals know what other people think and in giving

leaders large audiences. In this way they make it possible for public opinion to include a large number of individuals and to spread over wider geographic areas. It appears in fact that in some European countries the growth of broadcasting has affected the operation of the parliamentary system. Before that, national elections were seen largely as contests between a number of candidates or parties for parliamentary seats. More recently, elections in such countries as Germany and Great Britain have appeared more as a personal struggle between the leaders of the principal parties concerned, since these leaders were featured on television and electronic media and came to personify their parties. In France and the United States they have been regarded as a powerful force strengthening the presidential system, since the president can easily appeal to a national audience over the heads of elected legislative representatives.

Even when the mass media are thinly spread, as in developing countries or in nations where the media are strictly controlled, word of mouth can sometimes perform the same functions as the press and broadcasting, although on a more limited scale. In developing countries, it is common for those who are literate to read from newspapers to those who are not, or for large numbers of persons to gather around the one village radio. Word of mouth in the marketplace or neighborhood then carries the information farther. In countries where important news is suppressed by the government, a great deal of information is transmitted by rumor. Word of mouth thus helps public opinion to form in developing countries and encourages “underground” opinion in totalitarian countries, even though these processes are slower and usually involve fewer people than in countries where the media network is dense and uncontrolled.

## **Part 3**

**I. Lead-in.** What means and ways to get publicity do you know? What is the best way to get publicity?

**II. Read the text and answer the questions.**

### **Placing Publicity**

Many vehicles can be used for publicity purposes.

The vehicle that remains the most frequent target of public relations professionals is still the newspaper. Even though the electronic media and the Internet have become increasingly important, the news of the day is still dictated by daily newspapers. In fact, the first thing a TV news director does when he or she reaches the office in the morning is to check the local paper to set the TV news agenda.

Papers provide more diversity and depth of coverage than other media sources. Newspapers range from giant dailies to small weekly papers written, edited and produced by a single individual. How does a public relations practitioner “place” a story in a newspaper? How does he or she convert publicity to news? After getting the release written, the following hints may help achieve placement:

1. Know deadlines. Time governs every newspaper. Newspapers have different deadlines for different sections of the paper. News events should be scheduled, whenever possible, to accommodate deadlines. An old and despised practice (at least by journalists) is to announce bad news close to deadline time on Friday afternoon, the premise being that newspaper journalists won’t have time to follow up on the story and that few people will read Saturday’s paper anyway.

Although this technique may work on occasion, it leaves reporters and editors hostile.

2. Generally write, don't call. Reporters are barraged with deadlines. They are busiest close to deadline time, which is late afternoon for morning newspapers and morning for afternoon papers. Thus, it's preferable to mail or send news releases by messenger rather than try to explain them over the telephone. Follow-up calls to reporters to "make sure you got our release" also should be avoided. If reporters are unclear on a certain point, they'll call to check.

3. Direct the release to a specific person or editor. Newspapers are divided into departments: business, sports, style, entertainment, and the like. The release directed to a specific person or editor has a greater chance of being read than one addressed simply to "editor". At smaller papers, one person may handle all financial news. At larger papers, the financial news section may have different editors for banking, chemicals, oil, electronics, and many other specialties. Public relations people should know who covers their beat and target releases accordingly.

Public relations professionals should also know the differences in the functions of newspaper personnel. For example, the publisher is the person responsible for overall newspaper policy. The editorial editor is generally responsible for editorial page content, including the opinion-editorial (op-ed) action. The managing editor is responsible for overall news content. These three should rarely, if ever, be called to secure publicity. That leaves the various section editors and reporters as key contacts for public relations practitioners.

4. Make personal contact. Knowing a reporter may not result in an immediate story, but it can pay residual dividends. Those who know the local weekly editor or the daily city editor have an advantage over colleagues who don't. Also, when a reporter uses your story idea, follow up with a note of commendation – particularly on the story's accuracy.

5. Don't badger. Newspapers are generally fiercely independent about the copy they use. Even a major advertiser will usually fail to get a piece of puffery published. Badgering an editor about a certain story is bad form, as is complaining excessively about the treatment given a certain story. Worst of all, little is achieved by acting outraged when a newspaper chooses not to run a story. Editors are human beings too. For every release they use, dozens get discarded. If a public relations person protests too much, editors will remember.

6. Use exclusives sparingly. Sometimes public relations people promise exclusive stories to particular newspapers. The exclusive promises one newspaper a scoop over its competitors. For example, practitioners frequently arrange to have a visiting executive interviewed by only one local newspaper. Although the chances of securing a story are heightened by the promise of an exclusive, the risk of alienating the other papers exists. Thus, the exclusive should be used sparingly.

7. When you call, do your own calling. Reporters and editors generally don't have assistants. Most do not like to be kept waiting by a secretary calling for the boss. Public relations professionals should make their own initial and follow-up calls. Letting a secretary handle a journalist can alienate a good news contact. And above all, be pleasant and courteous.

Although cynics continue to predict "the end of reading as we know it", newspapers and magazines continue to endure.

The fact remains that dealing with the print media is among the most essential technical skills of the public relations professional. Ergo, anyone who practices public relations must know how to deal with the print press.

#### Measurement Assistance.

After an organization has distributed its press materials, it needs an effective way to measure the results of its publicity. A variety of outside services can help.

### Press Clipping Bureaus.

Some agencies monitor company mentions in the press. These press clipping bureaus can supply newspaper and magazine clippings on any subject and about any company. These bureaus may also be hired in certain regions to monitor local news or for certain projects that require special scrutiny. Most charge monthly fees that are around \$200 in addition to clipping charges of about \$ 1.00 per article. For a practitioner who must keep management informed of press reports on the firm, the expense is greatly worthwhile.

### Broadcast Transcription Services.

Specialized transcription services have been created to monitor broadcast stories. Such firms as Radio-TV Reports and the Video Monitoring Service, for example, monitor major radio and TV stations around the clock, checking for messages on client companies. After a client orders a particular segment of a broadcast program, Radio-TV Reports either prepares a typed transcript or secures an audiotape. Costs for transcripts are relatively high.

### Content Analysis Services.

A more sophisticated analysis of media results is supplied by firms that evaluate the content of media mentions on clients. Firms such as Ketchum Public Relations and PR Data use computer analysis to find positive and negative mentions about organizations. Although this measurement technique is rough and sometimes subjective, it helps an organization obtain a clearer idea of its portrayal by the media. However, such press-clipping computer analysis stops short of being a true test of audience attitudes.

### Questions:

1. Why are papers the best way to get publicity?
2. Why should PR professionals be familiar with newspaper deadlines and departments?
3. Why is it preferable to write, not to call?

4. What are other dos and don'ts of dealing with newspapers?
5. What are the ways of measuring media results?

### **III. Vocabulary. Guessing meaning from the context. Find words and expressions in the text that mean:**

1. something that you use in order to achieve something or as a way of spreading your ideas, expressing your opinions;
2. a wide range of different people or things;
3. a date or time by which you have to do or complete something;
4. a statement or an idea that you accept as true and use as a base for developing other ideas;
5. to be under heavy continuous firing;
6. (formal) remaining after a process, event etc. is finished;
7. to try to persuade someone by asking them something several times, pester;
8. an important or exciting news story that is printed in one newspaper before any of the others know about it;
9. therefore;
10. an article or a picture that has been cut out of a newspaper or magazine;
11. a careful and thorough examination of someone or something.

### **IV. Vocabulary.**

a) Give English equivalents for:

Электронные СМИ; повестка дня, программа; разнообразие и глубина освещения событий; ежедневная/ежемесячная газета; крайний/последний срок подачи материалов; отреагировать на что-то; иметь дело с чем-либо, курировать; редактор отдела новостей (амер.); приводить к; иметь преимущество над кем-либо; приставать, надоедать; отклонять что-либо; независимые компании; подборка материалов газет и журналов;

специальное отслеживание; вести круглосуточный мониторинг; не являться точным тестом.

b) Give Russian equivalents for:

To place a story in a newspaper; premise; to be barraged with something; follow-up calls; specific person or editor; editorial page content; residual dividends; a note of commendation; a piece of puffery; worst of all; to run a story; to use something sparingly; to measure the results of; press clipping bureaus; to charge monthly fees; to be worthwhile; to prepare a typed transcript; a more sophisticated analysis.

## **V. Translate into English using the vocabulary from the text.**

1. PR-специалисты должны знать и соблюдать крайние сроки подачи материалов в газеты и журналы.
2. В небольшой газете один человек может курировать все финансовые новости.
3. PR-специалист должен знать, какому конкретно редактору он должен адресовать свои материалы.
4. Личные контакты очень полезны. Знакомство с редактором не обязательно приведет к немедленной публикации материала, но может дать отдаленные положительные результаты.
5. Если газета опубликовала ваш материал, вам следует поблагодарить редактора и журналиста, особо отметив точность передачи информации.
6. Не стоит возмущаться, если ваш материал отклонен.
7. Существуют независимые компании, которые помогают организациям отслеживать и анализировать результаты публикаций в СМИ.
8. Пресс-клиппинг бюро могут представить подборку материалов газет и журналов по любому вопросу и любой компании.
9. Эта фирма ведет круглосуточный мониторинг всех основных радио- и телевизионных станций.



10. Некоторые фирмы предлагают услуги по проведению анализа содержания материалов, опубликованных СМИ. Это, так называемый, контент-анализ.

## VI. Grammar. Participles.

Participles have two forms: present participle or *-ing* form and past participle or *-ed* form.

### Uses of participles:

➤ to shorten relative clause in the active (present participle) or in the passive (past participle). *Anyone arriving late will not be admitted (=anyone who arrives late). She lives in a house built in the nineteenth century (=which was built);*

➤ to talk about two or more actions happening at the same time. *He lay on the sofa drinking wine and watching TV. She stood there, watching for him to turn up;*

➤ to talk about two actions happening one after the other. If it is important to show that one action has finished before the other begins the perfect participle is used. *Turning down a street and entering an obscure lane, he went up to a smith's shop. Having had a shower, she got dressed;*

➤ to talk about two actions happening one because of another. *Not knowing what else to do, I waited patiently;*

➤ after the verbs see, watch, feel, hear, listen to, smell, notice: verb+object+ing (complex object). *I heard him crying;*

➤ as adjectives. Present participles describe an action still happening. *He dived into the sea to save the drowning child.* Past participles describe the result of an action that has happened. *She looked at the broken chair wondering if it could be mended;*

➤ before the main clause for emphasis. *Laughing and shouting, the children ran out of the room.*

1. Combine the following pairs of sentences into one using a participle.

Example: She was talking to the editor. She lost her temper.  
*She lost her temper talking to the editor.*

- 1) Bill was listening to the lecture. He fell asleep.
- 2) She was training to be a copywriter. She lived in London for a year.
- 3) They watched the trainee. He was taking an interview.
- 4) The teacher gave out the questions. She told the students not to open the booklets.
- 5) She heard them. They were discussing the editorial loudly.
- 6) She knew that John wouldn't be at the party. She didn't bother to go.
- 7) He realized he had left the lights on. He told the taxi driver to turn back.
- 8) She closed the door behind her. Then she got into the car and drove off.
- 9) He got the job. He was so well qualified.
- 10) When the editor learned that his newspaper had been taken over by a rival publisher, he resigned from his position.

2. Make sentences beginning with *Having*.

Example: He handed in his script. He had answered all the questions. *Having answered all the questions, he handed in his script.*

- 1) He wrote her a letter. He had tried phoning her several times.
- 2) I had received an invitation. I felt I had to go to the meeting.
- 3) He couldn't understand the article. He hadn't learnt any French.
- 4) After he had picked up his luggage, he went to look for a taxi.
- 5) The astronauts had received their final medical check. They boarded the spacecraft.
- 6) The climbers had been told that bad weather was on the way. They decided to put off their attempt on Everest.
- 7) He had witnessed the crime. He was expected to give evidence in court.
- 8) Now that I have heard your side of the question, I am more inclined to agree with you.

- 9) When he had finished the painting, he gave a sigh of relief.  
10) He was brought up in the belief that pleasures were sinful.  
As a result, he now leads an ascetic life.

3. Translate into English using participles.

- 1) Мы слышали, как они обсуждали последние новости.
- 2) Так как статья была трудная, я не смог перевести ее без словаря.
- 3) После урагана некоторые дороги были заблокированы упавшими деревьями.
- 4) Тщательно выбирая слова, оратор дал понять, что позиция правительства по этому вопросу была ошибочной.
- 5) Получив отпечатанный пресс-релиз, они сразу же отправили его в газеты.
- 6) Громко споря, они вышли из кабинета главного редактора.
- 7) Пресс-релиз, адресованный редактору отдела новостей, не был опубликован.
- 8) Просматривая утреннюю газету, он наткнулся на статью, содержащую необъективную информацию о его фирме.
- 9) Разумно используя эксклюзивные интервью, организация установила хорошие отношения со СМИ.
- 10) Проанализировав результаты опроса общественного мнения, они пришли к выводу, что большинство населения не одобряет политику правительства.

## **VII. Speak on the best way to place a story in a newspaper.**

### **Part 4**

- I. Lead-in.** Can you remember the last interview you've seen on TV or read in the media and comment on it? What makes

an interview a success? What are the main parts of holding a conference?

## **II. Read the text and answer the questions.**

### **Handling Interviews and Press Conferences**

Interviews.

Public relations people coordinate interviews for both print and broadcast media. Most executives are neither familiar with nor comfortable in such interview situations. For one thing, reporters ask a lot of searching questions, some of which may seem impertinent. Executives aren't used to being put on the spot. Instinctively, they may resent it, and thus the counseling of executives for interviews has become an important and strategic task of the in-house practitioner as well as a lucrative profession for media consultants.

In conducting interviews with the media the cardinal rule to remember is that such interviews are not "intellectual conversations". Neither the interviewee nor the interviewer seek a lasting friendship. Rather, the interviewer wants only a "good story". And the interviewee wants only to convey his or her key messages.

Accordingly, the following 10 dos and don'ts are important in newspaper, magazine, or other interviews:

1. Do your homework in advance. An interviewee must be thoroughly briefed – either verbally or in writing – before the interview. Know what the interviewer writes, for whom, and his or her opinions. Also, determine what the audience wants to know.
2. Relax. Remember that the interviewer is a person, too, and is just trying to do a good job. Building rapport will help the interview.
3. Speak in personal terms. People distrust large organizations. References to "the company" and "we believe" sound ominous.

Use “I” instead. Speak as an individual, as a member of the public, rather than as a mouthpiece for an impersonal bureaucracy.

4. Welcome the naive question. If the question sounds simple, it should be answered anyway. It may be helpful to those who don’t possess much knowledge of the organization or industry.

5. Answer questions briefly and directly. Don’t ramble. Be brief, concise, and to the point. An interviewee shouldn’t get into subject areas about which he or she knows nothing. This situation can be dangerous and counterproductive when words are transcribed in print.

6. Don’t bluff. If a reporter asks a question that you can’t answer, admit it. If there are others in the organization more knowledgeable about a particular issue, the interviewee or the practitioner should point that out and get the answer from them.

7. State facts and back-up generalities. Facts and examples always bolster an interview. An interviewee should come armed with specific data that support general statements. Again, the practitioner should furnish all the specifics.

8. If the reporter is promised further information, provide it quickly. Remember, reporters work under time pressures and need information quickly to meet deadlines. Anything promised in an interview should be granted soon. Forgetting (Conveniently) to answer a request may return to haunt the organization when the interview is printed.

9. There is no such thing as being “off the record”. A person who doesn’t want to see something in print shouldn’t say it. It’s that simple. Reporters may get confused as to what was off the record during the interview. And although most journalists will honor an off-the-record statement, some may not. It’s not generally worthwhile to take the risk. Occasionally, reporters will agree not to attribute a statement to the interviewee but to use it as background. Mostly, though, interviewees should be

willing to have whatever they say in the interview appear in print.

10. Tell the truth. Telling the truth is the key criterion. Journalists are generally perceptive; they can detect a fraud. So don't be evasive, don't cover up, and, most of all, don't lie. Be positive, but be truthful. Occasionally, an interviewee must decline to answer specific questions but should candidly explain why. This approach always wins in the long run. Remember, in an interview, your integrity is always on the line. Once you lose your credibility, you've lost everything.

Press conferences.

Press conferences, the convening of the media for a specific purpose, are generally not a good idea. Unless an organization has real news to communicate, press conference can flop. Reporters don't have the time for meetings that offer little news. Before attempting a conference, ask this question: Can this information be disseminated just as easily in a news release? If the answer is yes, the conference should be scratched.

Eventually, though, every organization must face the media in a conference – in connection with an annual meeting or a major announcement. The same rules and guidelines that hold true for a one-on-one interview hold true for dealing with the press in conference. Be honest, forthright and fair. Follow these additional guidelines in a press conference:

1. Don't play favorites; invite representatives from all major news outlets.
2. Notify the media by mail well in advance of the conference and follow up by phone. Ordinarily, the memo announcing the event should be straightforward and to the point, listing the subject, date, time, and place, as well as the speaker and the public relations contact's name, title and phone number. If possible, the memo should reach the editor's desk at least 7 to

10 days before the event. Also, the day before the event, a follow-up phone call reminder is wise.

3. Schedule the conference early in the day. Again, the earlier in the business day, the better, particularly for TV consumption.

4. Hold the conference in a meeting room, not someone's office. Office auditoriums and hotel meeting rooms are good places for news conferences. Chairs should be provided for all reporters and space should be allowed for TV crews to set up cameras. The speaker at the conference should preside from either a table or a lectern so that microphones and tape recorders can be placed

5. The time allotted for the conference should be stated in advance. Reporters should be told at the beginning of the conference how much time they will have. Then no one can complain later.

6. Keep the speaker away from the reporters before the conference. Mingling prior to the conference will only give someone an edge. Keep all reporters on equal footing in their contact with the speaker.

7. Prepare materials to complement the speaker's presentation. The news conference is an apt place for a press kit, which should include all information about the speaker, the subject and the organization.

8. Let the reporters know when the end has come. Just before the stated time has elapsed the practitioner should announce to the reporters that the next question will be the last one. After the final question, the speaker should thank the reporters for coming and should take no more questions. After the conference some reporters may want to ask follow-up questions individually. Do so only if all reporters have an opportunity to share in the one-on-one format.

Questions:

1. Why can it be difficult for an executive to be interviewed?
2. What rules should an interviewee keep in mind?

3. What should an interviewee do if he/she can't answer a question?
4. Is "off the record" a good phrase during the interview? Why or why not?
5. Why is it important to tell the truth during the interview?
6. What are the rules of organizing press conferences?
7. Are the time and place important things in organizing a press conference? Why?
8. How should a conference finish?

### **III. Vocabulary. Guessing meaning from the context. Find words and expressions in the text that mean:**

1. a person or a group working in administration or management in a business organization, trade union etc.;
2. suggesting that something bad is happening, threatening;
3. a person, newspaper etc. that expresses the opinions of others;
4. to talk or write a lot in a disorganized way;
5. to give support to somebody or something;
6. to fail totally, to be completely unsuccessful;
7. to arrange something for a certain time;
8. to lead or to be in charge of a conference, meeting etc.

### **IV. Vocabulary.**

a) Give English equivalents for:

Управлять, регулировать; печатные/электронные СМИ; поставить кого-то в затруднительное положение; интервьюируемый/интервьюер; взаимопонимание; придерживаться фактов; не для записи (публикации); уклончивый; в конце концов.

b) Give Russian equivalents for:

Searching questions; in-house practitioner; to be to the point; generalities; specifics; to detect a fraud; to be on the line; to play favorites; news outlets; follow-up; TV crew; to keep somebody on equal footing; one-on-one format.



## V. Vocabulary. Find in the text the synonyms to:

rude; to hide; direct; to mix; to supplement; suitable; relevant; to pass (of time).

## VI. Grammar. Determiners. Both, neither, either.

- Both/both of ~ two people or things together ~ *Both (of) her parents are doctors.*

~ in the expression *both ...and* to emphasize that something is true of one thing and another ~ *He has lived in both Britain and America.*

!~ We use *both of*, not *both* before pronouns ~

We say *Both of them*

!~ *Both* is always plural.

- Neither (...nor) ~ not one or the other of two people or things (with positive Verbs) ~ *Neither parent cares what happens to the child.*

~ *Neither John's father nor mine could understand my problem.*

!~ We use *neither of*, not *neither*, before pronouns ~ *Neither of them seems to take it seriously.*

!~ We follow *neither* with a singular noun.

- Either (...or) ~ one or the other of two things or people ~ *I've lived in New York and Chicago but I don't like either city much.*

!~ We use *either of*, not *either*, before pronouns ~ *Do you want the big bag or the small one? — Either of them will do.*

!~ We follow *either* with a singular noun.

1. Translate the following sentences from the text.

- 1) Public relations people coordinate interviews for *both* print and broadcast media.
- 2) Most executives are *neither* familiar with *nor* comfortable in such interview situations.

3) The speaker at the conference should preside from *either* a table *or* a lectern.

2. Complete the sentences with *both*, *neither* and *either*.

1) \_\_\_\_\_ press conferences flopped because they were badly organized.

2) Can \_\_\_\_\_ of you explain what has happened?

3) \_\_\_\_\_ Are we going to hold the conference in the meeting room or in the hall? \_\_\_\_\_. It'll be held in my office.

4) \_\_\_\_\_ of them was interested in making everlasting friendship.

5) We can invite \_\_\_\_\_ reporter to make this interview. It's not that important.

6) The speaker was \_\_\_\_\_ persuasive nor sophisticated.

7) The responsibility fell on \_\_\_\_\_ the interviewer and the interviewee.

8) \_\_\_\_\_ they print the refutation or we'll have to appeal to court.

9) \_\_\_\_\_ of the interviews printed in the newspaper were true.

10) \_\_\_\_\_ appearance in TV political shows nor interviews on the pages of serious political newspapers will help him to get support of voters as he's proved to be unscrupulous and up to the neck in shady dealings.

## **VII. Writing. Translate the text from Russian into English using the vocabulary from Part 4:**

Интервью – это беседа в форме вопросов и ответов, диалог между человеком, владеющим информацией, и журналистом, желающим получить информацию. В радио- и телеинтервью аудитория является свидетелем диалога, который представлен в более зрелищной форме, с эмоциональной окраской, мимикой, жестами, манерами собеседников.

Для специалистов ПР серьезным направлением в работе является подготовка и организация интервью должностных

лиц для СМИ. Большинство руководителей коммерческих фирм и компаний не знакомы с ситуацией предоставления интервью СМИ и, как правило, чувствуют себя дискомфортно в ней. Поэтому консультирование первых лиц, выдача им рекомендаций является задачей стратегического значения, так как неудачное интервью может негативно отразиться на имидже компании.

Соблюдение изложенных далее правил позволит избежать отрицательных результатов организации интервью:

1. Заранее тщательно разработайте предполагаемые ответы по предстоящей теме конференции. Вместе с интервьюируемым дайте оценку тому, что он собирается сообщить, для кого именно и какова его точка зрения по предполагаемым вопросам.
2. Поведение интервьюируемого должно быть свободным, естественным и достаточно уверенным. Отношения с представителями СМИ должны быть построены на основе взаимопонимания, доброжелательности и уважения друг к другу.
3. Интервьюируемому целесообразно выступать в достаточно доверительной форме от себя лично, а не от имени компании или первого лица. Такие ответы публикой воспринимаются гораздо лучше, чем ссылки на компанию. В сложных ситуациях «Я» звучит более доверительно и человечно.
4. С уважением относитесь к любым по сложности вопросам. Если задан наивный и элементарный вопрос, все равно необходимо ответить на него: возможно, затраченное на ответ время позволит вам уйти от неприятного и более сложного вопроса. Наиболее выигрышны короткие и четкие ответы. Избегайте бессвязной речи, демагогии и банальностей.
5. Никогда не бойтесь признать незнание ответа на тот или иной вопрос. Можно обратиться к другим более

осведомленным сотрудникам, присутствующим на конференции. При ответах старайтесь максимально использовать факты и примеры, которые в любых ситуациях обеспечат информационную поддержку. Блефовать и вводить в заблуждение не стоит. При размещении историй, заявлений в СМИ специалисту ПР необходимо помнить о том, что каждой газетой и телепередачей правит время. Задержавшаяся новость – уже не новость. Поэтому не только содержание интервью является решающим фактором успеха, но и время его трансляции.

#### **VIII. Speak on the topic:**

- 1) What makes an interview a success?
- 2) What makes a press conference a success?

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